



FELICAS B.V.

www.felicas.com Online Casino Business Plan

[general structure]

v 1.0

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Executive Summary

The purpose of creating an online casino FELICAS B.V. is to provide entertainment gambling content to consumers (players) in order to obtain added value.

FELICAS B.V. online casino is not a way to earn extra money, but a way to spend time. The initial organizational amount of investment in the project is 80 000 EUR.

FELICAS B.V. online Casino is a worldwide project that will operate under the Curacao international license. The basic initial GEO of operations will be held in Latin American countries: Brazil, Peru, Chile, Colombia.

Products and Services

FELICAS B.V. online casino uses a platform from the leading iGaming software provider DataBank.

FELICAS B.V. online Casino contains the following functionality (services):

- Control panel.
- Users: the ability to manually add/block users, create/assign categories, collect user information, etc.
- Documents: According to the Anti-money Laundering (AML) rules, it is possible to view user documents and determine their KYC level.
- Reports.
- Payments: setting up payment systems, processing withdrawals.
- Games: Game management (categorization, sorting, activation/deactivation).
- Loyalty and Bonuses: Customize levels, shop, bonuses, tournaments, achievements and promotions.
- Marketing: banner and mailing management.
- Affiliations.
- Control Log: a document in which all checks and changes are noted.

FELICAS B.V. online Casino contains the following “verticals”:

- Casino
- Slots
- Roulette
- Poker games
- Blackjack
- Baccarat
- Virtual sport
- Live Casino
- Live Roulette
- Live Blackjack
- Live Baccarat

- Live Show Games

Game content is available from over 170 providers and contains 11,000+ games.

FELICAS B.V. online Casino implements the following main workflow for players (clients):

1. Registration
2. Authorization
3. Verification
4. Managing profile settings (personal account)
5. Cash register (deposit, withdrawal of funds)
6. Game/Bet
7. Bonuses, promotions, tournaments

Financing

Initial organizational financing is provided by FELICAS B.V. 100% shareholder and UBO Kirils Zguns.

Mission Statement

FELICAS B.V. The Online Casino's mission is to become the recognized leader in its targeted market as a platform where people can play classic casino games."

Management Team

The main UBO and 100% shares owner of FELICAS B.V. is Kirils Zguns.

Kurason Trust Curaçao N.V. – Managing Director of FELICAS B.V. according to the management agreement from 10.02.2023.

Sales Forecasts

Recent events have certainly turned the hospitality industry on its head, but all is not lost — especially for casinos. At the beginning of the COVID-19 pandemic, more than 60% of gamblers ages 29 and under and 56% ages 30 to 45 said they'd go to casinos after they reopened. Although this shows promise, nothing should be left to chance. Casinos must become more strategic with their marketing efforts to win back market share. Otherwise, they risk losing business to competitors — especially in travel destinations with clusters of casinos.

1. Market beyond the gaming floor.

Although Baby Boomers and Generation Xers might spend 80% of their casino money on gaming, not all casino visitors seek the same type of enjoyment. In fact, Millennials earmark 70% of their travel budget for food, entertainment, and nongaming services.



Any casino marketing strategy worth its weight will serve content to entertainment seekers and hardcore gamers alike. Perhaps an upcoming concert or event, menu item at your restaurant, or theme night at your club will entice visitors. Understand what each consumer segment wants, and then craft relevant messaging around it.

2. Target events and groups.

Your casino probably has event and entertainment spaces, making it the perfect venue for larger functions. Weddings, conferences, business retreats, and even family reunions can each serve as casino marketing opportunities. It all comes down to positioning and messaging for targeting such events. And if you have a team on hand to assist with room reservations, plan activities, and coordinate special needs, that's even better. Marketing casino services such as these can make booking events at your venue more attractive.

3. Leverage customer reviews.

Consumers trust other consumers more than brands, meaning potential guests will likely make decisions on whether to visit your establishment based on more than marketing promises. So enable reviews on your website and monitor feedback across channels, always responding in a timely manner. Encourage guests to share their experiences and tag your venue in social posts — online word-of-mouth is digital marketing for casinos at its finest. Also, use reviews in marketing materials and record testimonials. This gives you the opportunity to employ more than just static images in your online casino marketing strategy.

4. Partner with those outside the industry.

Esports isn't going anywhere, and partnering with an esports team or organization can provide the opportunity to reach not only a larger audience, but also a more diverse one. The same can be said for partnering with gaming tech startups. Adding a virtual reality or augmented reality component to your entertainment services could grab the interest of Millennial or Generation Z guests. Similarly, exploring the online gambling realm also has the potential to broaden your appeal and customer base.

5. Meet customers where they are.

“Meeting customers where they are” has become a bit cliched, but no truer words have been stated when it comes to a great online casino marketing strategy. Over-the-top (or OTT) channels such as Hulu, Amazon Prime, and other online streaming services are where you'll find



potential guests consuming media. These channels offer targeting opportunities to reach wider audiences or niche groups.

Like almost any other aspect of the travel industry, consumers visit casinos for a variety of reasons. Get to know your customers, figure out what makes them tick, and explore opportunities to expand your reach beyond the “traditional” base. That’s how to improve casino business — if not draw more than just players to your door.

Expansion Plan

To perform expansion plan, FELICAS B.V. team will perform marketing activities described in the section in Marketing Plan.

Company and Financing Summary

Registered Name and Corporate Structure

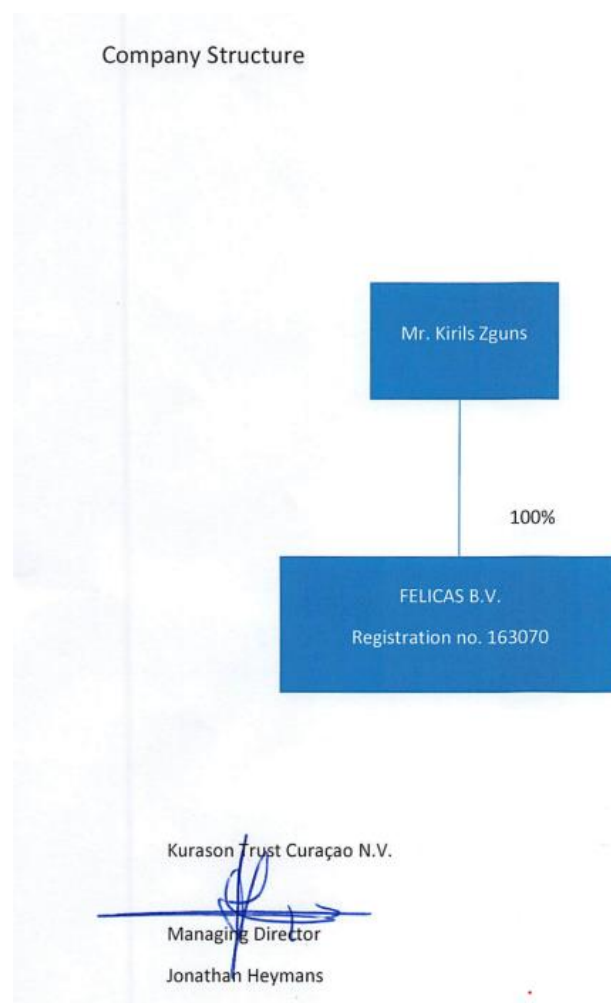
The business will be operated under a registered company in Curacao legal framework – FELICAS B.V. registration number 163070, Registered address - Schottegatweg Oost 10 Unit 1-9, Bon Bini Business Center.

Required Funds

Required funds to prepare and register a company, obtain e-gaming Curacao license, prepare all needed legal framework for obtaining the license (policies and procedures), register a domain name, built internal IT solution, including front web site and back office solution with the integrated games and payments solutions – 80 000 EUR.

Initial organizational financing is provided by FELICAS B.V. 100% shareholder and UBO Kirils Zguns.

Control Structure



Products and Services

Online Casino Operations

The online casino earnings/income model is based on RTP (Return To Player) - the established coefficient for returning money to players from the amount of bets made (this model is implemented by game content providers – games).

All games are based on a random number generator (RNG). The RTP indicator is expressed as a percentage: for most casino games, it ranges from 93% to 98%. The RTP percentage shows how much of the casino's bets are returned to the players on average.

Strategic and Market Analysis

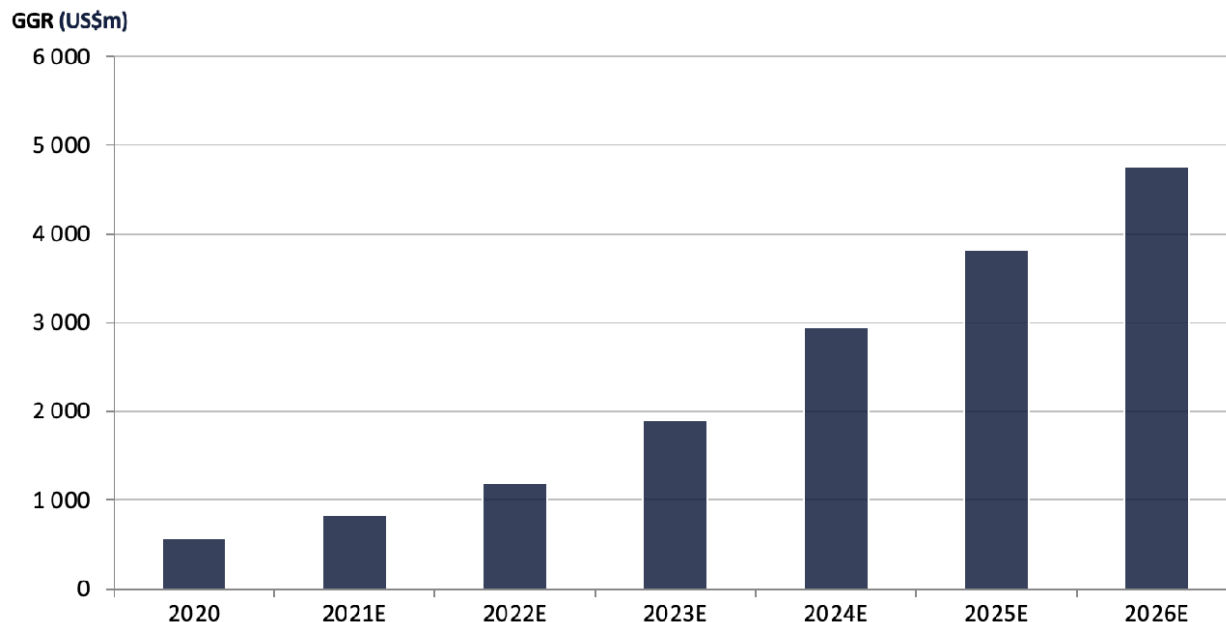
Economic Outlook

Despite the general slowdown in the global economy caused by the consequences of the COVID-19 pandemic, the online market segment and the high-tech market show steady growth. This was facilitated by changes in market conditions due to long periods of knockdowns and other measures restricting the movement of citizens. And along with the constantly growing number of citizens who get access to the Internet, this is a prerequisite for the growth and development of online projects in the field of e-commerce, e-health, fintech, entertainment industry (online casinos and others), etc. Another prerequisite for the growth of the iGaming market is that states, taking care of filling budgets, legalize online casinos where there was no regulation until recently.

Industry Analysis

It is predicted that the global online gambling market (iGaming) will grow by an average of 11.49% during the forecast period (2023-2027). The COVID-19 pandemic had a positive impact on the market, as consumers turned more to online platforms to overcome the financial, social and psychological crisis during quarantine.

Latin America: Regulated Online GGR (US\$m) - Base Case Projections

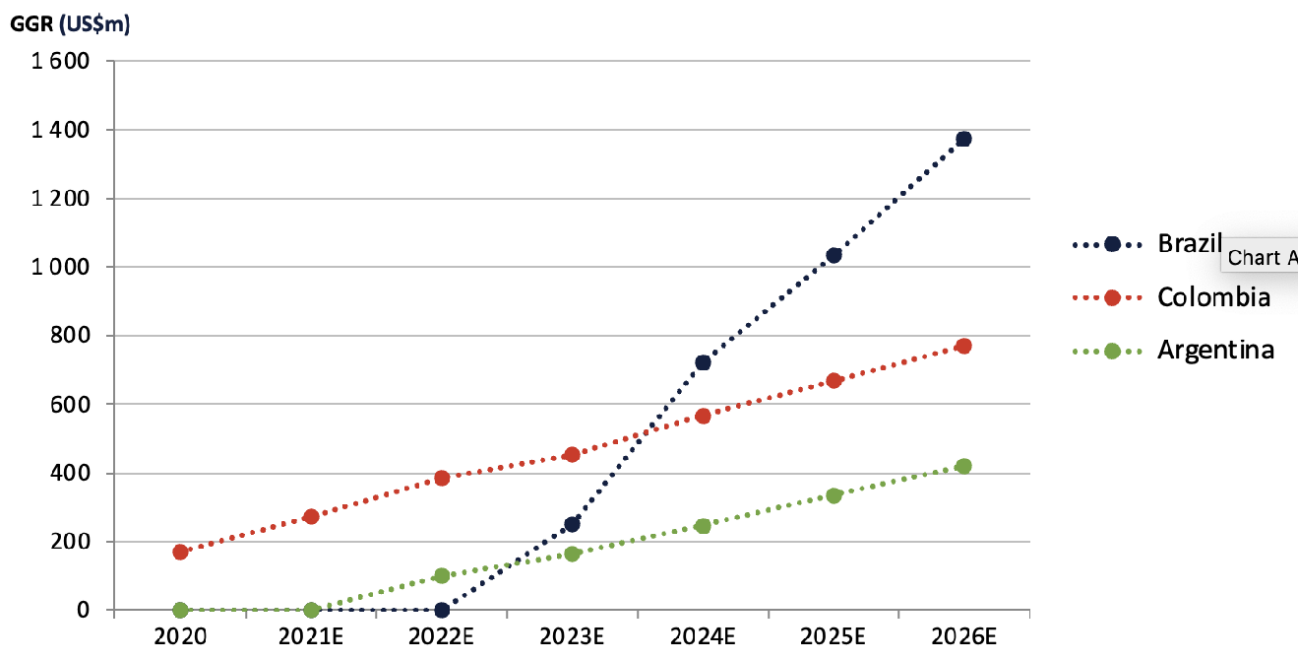


In response to the closure of many gambling establishments, many operators have switched online. Many players have expanded their online gambling offerings, and operators have moved their offerings online, which has had a positive impact on the market.

It is predicted that online casinos around the world will be a huge success due to the multi-level tax environment in business. In addition, the growing trend towards remote gambling contributes to the growth of the online betting market. Currently, the number of female casino consumers is growing.

In addition, various companies are concentrating on promoting innovative platforms to meet several customer requirements and needs in order to achieve a competitive advantage in the market.

Selected Countries: Regulated Online GGR (US\$m) - Base Case Projections



Customer Profile

Demography

The main target audience of the casino (51%) are users aged 25 to 44 years. Most often, this age segment deposits more than \$ 100 to its account for the entire time of playing at the casino. This category includes the bulk of high rollers and VIP clients.

There are only 9% of players aged 45-54, while users aged 18-24 make up 11% of all casino players.

Gender

76% of the players are men and 24% are women. The average deposit check for men is higher than for women, but at the same time women take deposits more often.

Players' background

Usually, casino players are the working class, middle managers and businessmen.

What dreams/goals are being pursued?

- Hit the jackpot, which will solve all problems in an instant.
- Make the biggest win to prove yourself.
- Try your luck, because risks and adrenaline is a way to escape from boredom and gray everyday life.
- Interests and hobbies
- Games (computer and mobile)
- Movies, TV series
- Sports
- Cars
- News about politics and social
- Adult (dating and videos 18+)
- Leisure and entertainment (a variety of)

Tools

Only 95% of people play casino games from mobile devices and 5% from computers. 75% of the players are owners of android and 25% - iOS. From mobile devices, most also prefer the Chrome browser (59%). Players with a deposit amount of \$100 or more are mainly iOS users.

Perfect player's portrait

- male, age 25-34 years
- old level of wealth: average or higher
- place of residence: mainly large cities and agglomerations
- main interests: real estate, cars, leisure (sports, movies/TV series, games), finance and business, travel

Competitive Analysis

Online gambling: daily visits by country

These statistics give a clear picture of the countries in which online gambling and betting are most popular, according to the average daily visit to casino websites within the jurisdiction.

Latin America: Top Online Casino Markets (at a global level)

According to daily visits to online casino websites

	Global ranking	Daily visits ('000)
Brazil	1	7,857
Nigeria	2	5,660
United Kingdom	3	4,827
Mexico	4	3,597
Turkey (Türkiye)	5	2,238
Italy	6	1,894
South Africa	7	1,770
Colombia	8	1,750

Source: Nuvei

Brazil ranks first in the world, ahead of the UK. Mexico and Colombia remain in the top ten in the world. It should be noted that this data relates only to average daily visits to casino sites; it does not reflect either the volume of online bets or the number of active players.

Brazil

TOP 5 Market Leaders

	Domain (2,127)	Traffic Share ↓
1	 bet365.com	14.40% 
2	 pixbet.com	5.44% 
3	 bonus-deapo...	5.00% 
4	 betano.com	4.66% 
5	 galera.bet	2.87% 

Market

With a population of 210 million people, an Internet penetration rate of 57% and the historical love of residents for various gambling games, the Brazilian online gambling market is very attractive for international operators.



Players from the country have free access to international websites.

The Internet gaming market in Brazil is currently estimated at \$265 million, with more than 300 local websites operating with both US dollars and Brazilian reals and serving Portuguese-speaking players. 186 of them are online casinos.

Currency

Despite the fact that the national currency in Brazil is the real, it is recommended to have it together with US dollars as a payment method in an online casino. However, even more attractive is the offer of payments in Bitcoin. Bitcoin has shown unprecedented growth in recent months in Brazil.

Another factor that plays in favor of Bitcoin is that the processing time of credit and debit cards in Brazilian banks can be extremely long, and the transaction can take up to 28 days compared to a couple of days in other countries.

Languages/Localization

English as the international language of online casinos is good to use for a start. It is also necessary to have a Portuguese version of the website in order to reach as many local players in Brazil as possible.

Games

Brazilians love gambling in all its forms, from sports betting, lotteries and bingo to the famous Jogo do Bicho. In online casinos, their preferences do not differ much from the preferences of international players. Slots come first, followed by card games and roulette.

Marketing Plan

Marketing Objectives

- Launch of a online casino brand for the Latin American market
- Raising awareness and trustworthiness of the brand
- Attraction of players and increase of brand loyalty

Marketing Strategies

Strategy: affiliate marketing is a number 1 strategy, but it should be mentioned here that webmasters/affiliates are not abstract guys, they work with traffic channels and they should also be affected.

Affiliate Marketing

Affiliate or affiliate marketing is a form of performance marketing in which affiliates earn a commission from the traffic sent to the business, which in their turn pays only for successful conversions. As a result,

the advertiser can evaluate their marketing budgets, as well as to compare the effectiveness of partners among themselves.

There are two types of affiliate marketing for online casinos.

The **first** is when affiliates join in an affiliate network. The online casino signs a contract with the network, and banners and other advertising begin to flash on the online resources of affiliates.

The **second** is when affiliates join the network under the direct control of the online casino brand. Then all traffic from the partner network goes exclusively to one resource. This way of working with affiliates is less common, and is mainly used by large, established brands.

Affiliate compensation model

There are several affiliate compensation models that are common in the gambling industry.

Revenue share (RevShare)

The Revenue Sharing model or Revenue Share is a model in which affiliates receive a percentage of the money lost by the players they attracted to the online casino and sportsbook. RevShare is the most used compensation method in the affiliate marketing world because it motivates affiliates to generate relevant traffic and attract long-term, interested players. The more players lose, the more content creators get. The percentage of income that the partner receives usually varies from 20% to 45%.

Cost per Acquisition (CPA)

Cost Per Acquisition (CPA) — this is a model in which affiliates receive compensation for attracting leads who perform certain actions on the platform, for example, making a deposit or registering.

Hybrid model (Hybrid)

Some affiliate programs offer a hybrid model: according to it, affiliates receive both payment for actions and a percentage of the income received from the player.

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) — this is the process of calibrating and optimizing the site so that it has higher positions in the search results of Google, Bing and other systems. SEO is the most important part of a marketing strategy.

Traditional advertisement

Television and radio advertising are still actively used to promote gambling. However, these forms of marketing are severely limited. For example, in countries where the market is regulated, TV commercials of gambling during the daytime are quite often prohibited, and sometimes completely prohibited altogether. Restrictions are often aimed at preventing minors from seeing ads, as well as against attempts to show gambling as a guaranteed source of wealth and earnings.

Marketing in social media (SMM)

The power and reach of social media marketing is difficult to overestimate. With such marketing channels as Facebook, Twitter, YouTube and Telegram, you can show your ads to a huge audience of potential players. Social networks offer targeted advertising, with which you can surgically accurately determine the desired audience: gender, age, geography are only a small part of the possible criteria.

Internet-advertisement

PPC

Pay Per Click — these are the advertising results that appear at the top of the search results above the organic results. Keyword search techniques for PPC work on the same principle as for organic search.

Display advertisement

Display advertising refers to graphic and text ads that appear on websites on the web. When users click on them, they are sent to a landing page, for example, a page where you can register in an online casino.

There are a huge number of types of display advertising: banners at the top of the page, interstitial advertising and others.

Review

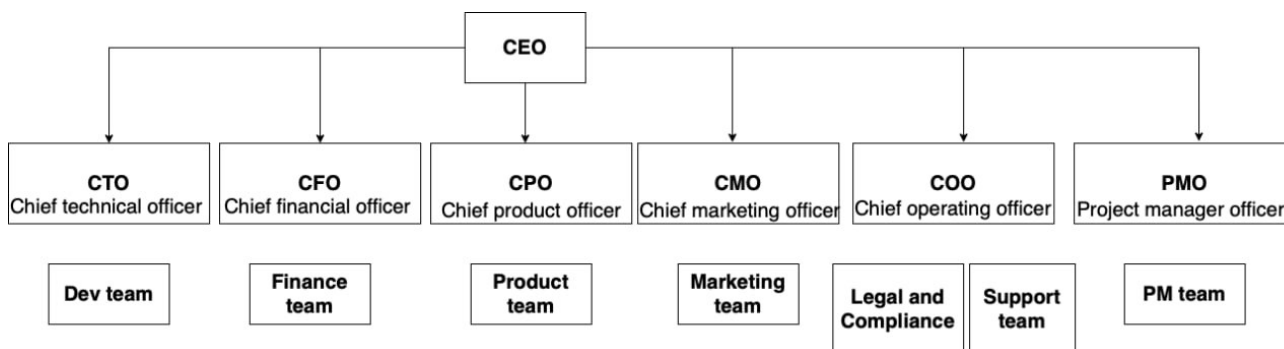
Nothing will interrupt a good reputation. People trust other people more, especially those who have had similar experiences. Therefore, one of the best attraction strategies is to offer high—quality gaming content with fast technical support and high-quality customer service. Slow withdrawal of money, technical problems during the game, not responsive service — these are all reasons for your players to leave an unflattering review of your platform on the forum or casino portal.

On the other hand, players do not get tired of praising their favorite gambling platform. Players will definitely look at reviews before registering at a new casino, and if they find good news, this may be just what will push them to make their first deposit.

Organizational Plan and Personnel Summary

Corporate Organization

FELICAS B.V. planned organization structure is described on the chart below. FELICAS B.V. is planning to onboard the team after the obtaining the e-gaming license.



To perform correct organizational and operational flows FELICAS B.V. planned to use the following organizational structure. Each C-level position is responsible for own flow of operations.

CEO is responsible for managing a company's overall operations. This may include delegating and directing agendas, driving profitability, managing company organizational structure, strategy, and communicating with the board.

CTO is responsible Managing the company's technological plans, overseeing data security and management, maintaining a company's network, envisioning how different forms of technology will be used throughout the company, Researching ways the company's technological assets can be improved.

CFO is responsible for tracking cash flow and financial planning and analyzing the company's financial strengths and weaknesses and proposing strategic directions.

CPO is responsible for the strategic product direction. It includes product vision, product innovation, product design, product development, project management, and product marketing.

CMO is responsible for planning, developing, implementing and monitoring the overall business marketing strategy. Some of the duties may include market research, pricing, product marketing, marketing communications, advertising and public relations.

COO is responsible to design and implement business strategies, plans and procedures, set comprehensive goals for performance and growth, establish policies that promote company culture and vision, oversee daily operations of the company and the work of executives (IT, Marketing, Sales, Finance etc.)

Organizational Budget

FELICAS B.V. organizational budget to prepare the company, obtain the e-gaming license, and prepare the company for operational activities. The numbers are prepared according to internal research and are presented as a forecast.

EUR

	2023 Q1	2023 Q2	2023 Q3	2023 Q4
Registration of the company	3 750.00			
E-gaming Curacao license needed activities	10 000.00			
Compliance fees - policies and procedures	7 300.00			
Management fees (2023 period)	4 583.33			
Domain name www.felicas.com registration	1 200.00			
Gaming web site development on the domain name – www.felicas.com		5 000.00		
IT back office development using Turnkey solution from the provider and Game providers Bundle setup using Turnkey solution from the provider – Richbond Sales LTD.		30 000.00		
Marketing activities initiation				10 000.00

To perform planned activities FELICAS B.V. planned organizational budget with the unsuspected costs for the 1 year is 80 000.00 EUR

Management Biographies

The main UBO and 100% shares owner of FELICAS B.V. is Kirils Zguns.

Kirils Zguns has incredible experience in customer support control in different areas including gaming and betting industry and knows clients need and how to make customers happy with the provided services. Almost 10 years of experience of management customers supports teams and last 4 years Kirils Zguns was working in gaming betting company Winline.one. After obtaining experience in this area Kirils

Zguns decided to move forward and create his own gaming brand. Kirils Zguns has incredible contacts in gaming industry and knows how to built his own gaming brand and it was decided to start with the first step incorporating FELICAS B.V. and obtain Curacao e-gaming license for next activities.

Policies and Procedure

Policies and procedure are done internally and are already publicly available. The policies and procedure are subject to adjustment as soon as License Grant or other regulatory institutions request so. The board believes, acting reasonable, that the person doing the policies and procedures is qualified, competent and not conflicted, because the policies and procedures are gone through several steps of approvment, including approvment from legal consultants, company Director and current License Grant.

Financial Plan

Underlying Assumptions

Estimated values for the parameters below would be calculated on the basis of average values of top 250 companies in the market of LATAM for 4 years: 2018-2021 (2022 is not available for most of the companies). Thus, it would give a general picture of possible financial pattern of company in the LATAM market for a separate parameters of accounting entries.

Sensitivity Analysis

Recent evidence of COVID pandemic and crisis of 2008 has shown, that casinos and overall gambling business is tightly related with economic growth and its downturns. However, online casinos, are not that affected by general downturn comparing with traditional casinos, because of much flexible balance sheet structure (no big PPE objects, not high stress on physical presence and infrastructure).

Source of Funds

To perform and organize the company and obtain Curacao license are used shareholder personnel funds.

General Assumptions

Based on the underlying assumptions we are building the following forecast for balance sheet, cash flow, profit and loss and business ratios in a period of 5 years ahead. The prognosis is build upon the average estimates from last available year of observation (2021). Moreover, top 250 companies (in terms of Operational turnover for last 4 years) are selected from the overall data to calculate estimates for the first year in the forecast. The dynamics of previous years are then used to predict behavior of future parameters. The companies are selected on the basis of the date of incorporation (starting from 2015)

In the table below there are general financial parameters which would demonstrate overall performance and state of business on the aimed market:



<i>Parameters</i>	<i>Prognosis (in EUR) in 1 year</i>	<i>Prognosis (in EUR) in 2 years</i>	<i>Prognosis (in EUR) in 3 years</i>	<i>Prognosis (in EUR) in 4 years</i>	<i>Prognosis (in EUR) in 5 years</i>
<i>Total assets</i>	686,120	669,088	879,070	1,175,194	1,587,826
<i>Shareholders funds</i>	100,000	130,000	160,000	190,000	220,000
<i>Net Profit</i>	1,332,551	1,616,592	2,347,509	3,422,168	4,970,122
<i>Operating Revenue</i>	2,358,000	2,712,000	3,930,000	5,706,000	8,274,000
<i>Profit margin (%)</i>	56%	59%	60%	60%	60%
<i>ROE (%)</i>	1,332%	1,243%	1,467%	1,801%	2,259%

Profit and Loss Statements (Forecast)

Profit and loss statement forecast is built upon the assumptions in the section above. Thus, it provides much stable growth pattern with moderate positive expectations on the case company' growth and development. The figures below are showing this scenario for 5 year ahead. We assume that the company will have client base around 39k first year, each client will bring 60 EUR revenue and 20 EUR net revenue per year. 40 EUR per client will be the acquisition costs = affiliate marketing costs + bonusing system costs.

<i>Parameters</i>	<i>Prognosis (in EUR) in 1 year</i>	<i>Prognosis (in EUR) in 2 years</i>	<i>Prognosis (in EUR) in 3 years</i>	<i>Prognosis (in EUR) in 4 years</i>	<i>Prognosis (in EUR) in 5 years</i>
<i>Operating Revenue</i>	2,358,000	2,712,000	3,930,000	5,706,000	8,274,000
<i>Revenue Growth %</i>		15%	44%	45%	45%
<i># of clients * 60 EUR</i>	39,300	45,200	65,500	95,100	137,900
<i>General Expenses related to OC (15%) Commission fees; banking fees; accounts services</i>	353,700	406,800	589,500	855,900	1,241,100

Advertising & Marketing (14%)	330,120	379,680	550,200	798,840	1,158,360
Employees + Salaries (10%)	235,800	271,200	393,000	570,600	827,400
IT Services	81,329	13,028	18,891	27,392	39,718
Office rent/Office equipment	15,000	15,000	20,000	20,000	25,000
Accounting Expenses+ Audit	2,500	2,500	3,000	3,000	3,500
Legal and professional	5,500	5,500	6,000	6,000	6,500
Miscellaneous expenses	1,500	1,700	1,900	2,100	2,300
Profit margin (%)	56%	59%	60%	60%	60%
Net Profit	1,332,551	1,616,592	2,347,509	3,422,168	4,970,122

Cash Flow (Forecast)

Because cash flow statement and its forecast is based on the assumptions from different parts of accounting statement, than the growth scenario would be moderate as well, to show the realistic expectation on the case company.

Parameters	Prognosis (in EUR) in 1 year	Prognosis (in EUR) in 2 years	Prognosis (in EUR) in 3 years	Prognosis (in EUR) in 4 years	Prognosis (in EUR) in 5 years
Profit/(Loss) for the year	2,358,000	2,712,000	3,930,000	5,706,000	8,274,000
Net taxes paid (25%)	589,500	678,000	982,500	1,426,500	2,968,500
Acquisition of property, plant and equipment(9%)	212,200	244,080	353,700	513,540	744,660

Acquisition of intangible assets (5%)	117,900	135,600	195,000	285,300	413,700
Principal paid on lease liability(3%)	70,740	81,360	117,900	171,180	248,220
Free Cash Flow	1,367,660	1,572,960	2,280,900	3,309,480	3,898,940

Balance Sheet (Forecast)

Balance sheet in the forecast for next 5 year is showing the positive historical movement, based on the data from top 250 companies on the market. Nevertheless the percentage of growth was reduced a bit to meet the realistic expectation pattern and be able to provide trustful view on the company's future development.

Parameters	Prognosis (in EUR) in 1 year	Prognosis (in EUR) in 2 years	Prognosis (in EUR) in 3 years	Prognosis (in EUR) in 4 years	Prognosis (in EUR) in 5 years
Assets					
Property, plant and equipment	212,200	244,080	353,700	513,540	744,660
Right of use assets	21,220	24,408	35,370	51,354	74,466
Intangible assets	117,900	135,600	195,000	285,300	413,700
Investments	235,000	135,000	135,000	135,000	135,000
Cash and cash equivalents	100,000	130,000	160,000	190,000	220,000

Total Assets	686,120	669,088	879,070	1,175,194	1,587,826
Equity					
Additional paid in capital	100,000	130,000	160,000	190,000	220,000
Retained earnings	570,420	520,188	695,620	957,194	1,335,276
Liabilities					
Loans and borrowings	10,000	12,000	15,000	18,000	21,000
Lease liability	2,000	2,400	3,000	3,600	4,200
Deferred tax liability	2,500	3,000	3,750	4,500	5,250
Other non-current liabilities	1,200	1,500	1,700	1,900	2,100
Total Equity+ Liability	686,120	669,088	879,070	1,175,194	1,587,826

Business Ratios (Forecast)

As was discussed in previous forecasting sections, the growth path is comfortable and stable, thus, the development of the business ratios would follow the same growth path and same logic of realistic perspective on the business prognosis.

Parameters	Prognosis (in EUR) in 1 year	Prognosis (in EUR) in 2 years	Prognosis (in EUR) in 3 years	Prognosis (in EUR) in 4 years	Prognosis (in EUR) in 5 years
Net Profit Margin	56%	59%	60%	60%	60%
ROE (Net Profit / Shareholder Funds)	1,332%	1,243%	1,467%	1,801%	2,259%

# of clients	39,300	45,200	65,500	95,100	137,900
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Description of money flows including billing agents used/payment processors.

To perform operational activities for FELICAS B.V. the management has prepared the forecast for money flows between online casino solution places on the domain name www.felicas.com and potential partners.

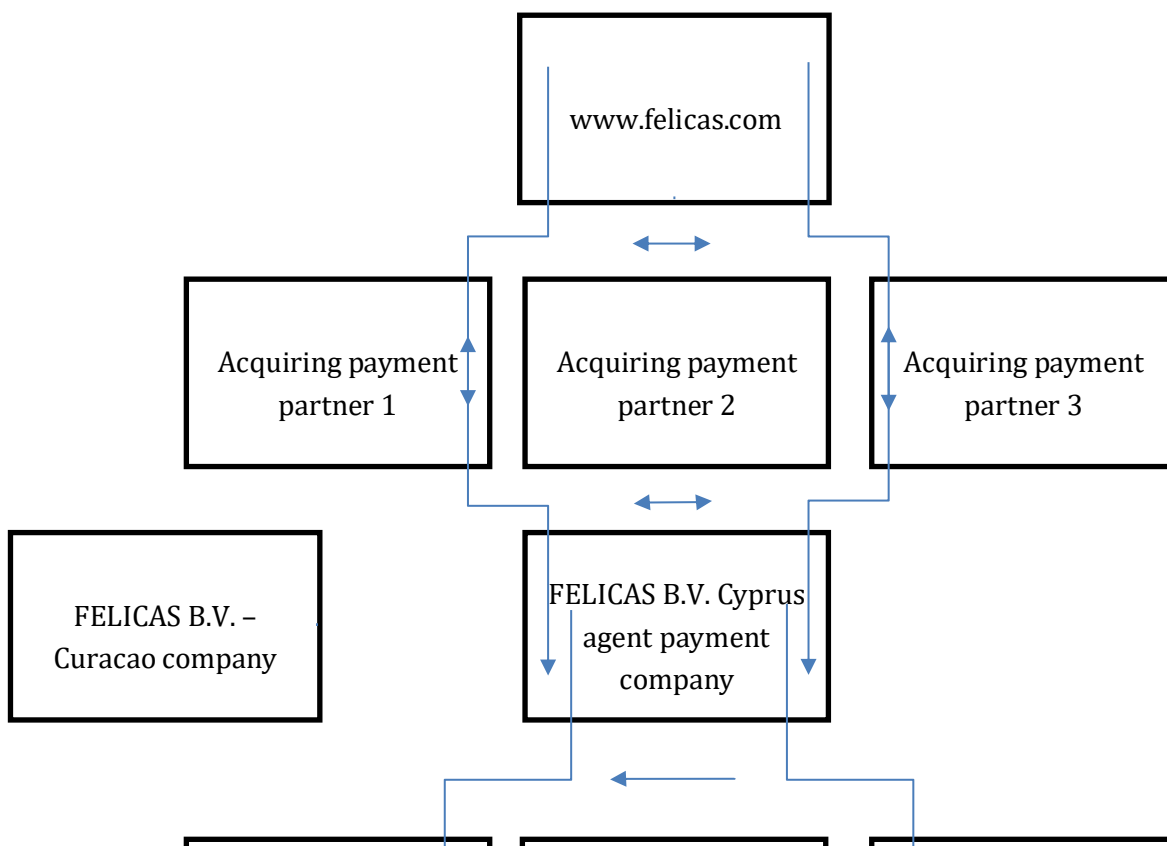
On the www.felicas.com player will have the possibility to deposit their gaming account using different payment solution provided by different acquiring payment partner.

To perform clear money flows FELICAS B.V. will use created company in Cyprus legislation as a Agent payment company.

The funds from acquiring partner will be deposited to Cyprus agent payment company account.

The Cyprus agent payment company will have two separated accounts:

- Client's funds account (for deposit and clients withdrawals trough acquiring payments providers);
- Own funds account (to record income from casino activities and perform payments to internal partners).





Planned partners for each operational flow:

- E-gaming Platform provider – DataBank;

DataBank partner description:

Curacao company RR Investments N.V. is gambling licence holder. Licence is provided by Antillephone, first time issued in December 2015, yearly renewable. RR Investments N.V. provides game accounts to player with wide option of game and payment providers. RR Investments N.V. uses Nominal director services for local requirement solving, like taxes payment, communication with regulator, annual audit review providing.

There is incorporated subsidiary in UK - RR Invest LP. Subsidiary is finance operator of parent company. Subsidiary facilitates successful partnership (onboarding) with finance institutions/payment providers. The gaming platform is in-house developed software with possibility to implement necessary solutions, its flexible and multifunctional. Currently company has two aggregators of game providers - Softgamings and HUB88, third aggregator SoftSwiss is in progress.

Felicas B.V. planned intergations and development on the DataBank platform:

- Payment's provider integrations will be used directly from the e-gaming platform provider DataBank – FELICAS B.V. plan to use most popular payments integrations like – card payments – VISA, MasterCad and use payment integrations from such companies like – Wordline, Skrill, Matamask.
- Gaming integrations will be used directly from the e-gaming platform provider DataBank FELICAS B.V. plan to use most popular payments integrations like Gamzix; AvatarUX; SlotMill Games; TrueLab; Swintt; BGaming; Gamomat; Stormcraft; Spribe; Pragmatic Play Live; Fantasma; Hacksaw Gaming; High5; ReelPlay; Stakeologic; Yggdrasil; Relax Gaming; Push Gaming; Rabcat; BigTimeGaming; Blueprint Gaming; Thunderkick; OneXTwoNetwork; NoLimitCity; Wazdan; WACS; Apollo; WizardGames; Spigo; Fugaso; LiveGames; AuthenticGaming; LuckyStreak; ELKStudios; Booongo; GameArt; Platipus; Igrosoft; Evoplay; Red Tiger Gaming; PGSoft; Asia Gaming; iSoftBet; Edict; Play&Go; Quickspin; Amusnet; Spinomenal; NetEnt; Amatic; Betsoft;



Betgames; Tom Horn; MrSloty; Playson; Ezugi; WorldMatch; Booming; Pragmatic Play; Habanero; DLV; MicroGaming; Evolution.

- Marketing activities – the process of marketing activities was described in this Business plan Marketing Plan section. To organize and perform marketing activities FELICAS B.V. plan to organize the partnership with different affiliate programs to attract the players and increase the brand loyalty.